

**FEDERAL CITY PERFORMING ARTS ASSOCIATION
BOARD OF DIRECTORS MEETING
September 22, 1993
Levine School**

MINUTES

Directors: Present: Brayton, Boykin, Dorr, Fiorito, Madigan,
Payich, Smith, Streit, Wheeler, Wolfe,
Ziskind

Absent: Eberhardt (resigned), Gerard (proxy
assigned)

Staff: Buhrman, Holloway, McClelland

Guests: Cohen

The meeting began at 7:39 P.M.

REVIEW OF AUGUST 22, 1993 MINUTES

The minutes for August 22, 1993, were corrected as follows:

The statement, at the end of the fifth paragraph on page five,
erroneously attributed to Payich is deleted.

Motion to approve minutes as amended: Brayton. Second: Dorr.
Unanimously approved.

REPERTORY ADVISORY COMMITTEE REPORT

Holloway has been swapping phone calls with the mezzo-soprano who
will perform for the '93 Holiday concert.

The Lancaster arrangement for the carol sing-along was mailed on
Monday, September 20.

Because the Stonewall commission may be shorter than the anticipated
45 minutes, the committee has been working on the order of the '94
Pride program. When the length of the Stonewall commission is known
for sure, the committee will readjust the program order. This means
GMCLA could have at least a twenty minute set and GMCW would have a
longer set.

The '94 Holiday concert will have a typical first half. The second
half will be a mini-production, HOLIDAY HOEDOWN. This concert will
be in a theater rather than a church. Holloway indicated that one
selection for the mini-production will be Patsy Montana's "I Want To
Be A Cowboy's Sweetheart."

Buhrman noted that, for whatever reason, GMCW can't seem to fill
Lisner for the Pride concert. Therefore, the committee is exploring

audience outreach. The Dallas Women's Chorus as well as a Lesbian comic or singer may be invited to GMCW's '95 Pride concert.

Holloway mentioned the European tour that Arie Venema and Barrett Brick are working on. Any tour should reflect American music in its diversity. Therefore, the search is on for the appropriate music.

Holloway discussed ASGRA's informal request for GMCW to sing at the Gay Rodeo. GMCW performed at the Rodeo last year using prerecorded tapes but only 34 people participated. If last year's tapes are located, there will be a volunteer sign-up sheet for those who want to sing this year. If the tapes aren't found, Holloway is reluctant to use rehearsal time to record a new tape.

The Rodeo starts on October 2. If GMCW can't find last year's tapes by Sunday, September 24, we will have to let ASGRA know that we will be unable to perform.

It was suggested that GMCW negotiate with ASGRA for permission to set up a table for free. Streit is working with an ASGRA representative but has not yet received a call back. The table has a \$165 value and GMCW would use it to distribute season brochures.

There is some sentiment against performing at the rodeo. Streit cautioned that a lot of people in ASGRA support GMCW. The controversy surrounding the Rodeo was discussed. Holloway believes that we should finesse an arm's length relationship on this issue.

Streit will follow-up with ASGRA.

Holloway characterized the list of CD selections as a working list. The committee is still open to comments and recommendations. Everything is considered pending until the final edit. If a recorded track does not sound good, then it does not go on the CD. The committee is considering adding "Walk Him Up the Stairs."

Holloway noted there were concerns that the CD was leaning too much to pops selections. There should also be a concert side.

The criteria for CD selection are: (1) The audience likes the selection and associates it with the GMCW and (2) It is preferable that the selection not have been recorded by or commissioned by another Chorus.

Payich suggested Mendelssohn's "Fest Gesange." Holloway mentioned the three pieces from "The Lark" by Bernstein.

Fiorito asked whether we were moving our Spring concert to mid-April. Ziskind noted that we have had Spring concerts as early as mid-March. Fiorito said that a concert in mid-April cuts down on the preparation time for the Pride concert.

Buhrman reported that two guest ensembles will perform at the small ensemble concert on February 19, 1994. One will be Entourage from the Sacramento Gay Men's Chorus. The other will be either Uptown Express or Encore, depending on which accepts our invitation.

It was announced that Potomac Fever (PF) will be the guest of the Lesbian and Gay Chorus at its January '94 concert.

Holloway announced that he will distribute the memorization schedule for the second half of the '93 Holiday concert.

Holloway stated that an exceptional group of singers had auditioned for the Chorus.

Holloway announced that vocal reviews will now be on a one-, two-, and three-year basis. Chorines will receive letters from the music staff indicating whether their next vocal review will be in '94, '95, or '96. This is an attempt to simplify the process and is an admitted compromise between the need to check the progress of the least experienced singers yet reduce the time the process takes given the size GMCW has attained. It has become a horrendous, time-consuming task to vocally review each Chorus member every year. Buhrman noted that the music staff ran out of time toward the end of the vocal review process. Boykin said that other choruses space out their vocal reviews and auditions.

Payich said that he had heard that vocal reviews were required for grant purposes. Wheeler noted that does not necessarily apply to GMCW, although it has been the case for other choruses.

FINANCIAL REPORT

McClelland clarified how he accounts for the yearly budget. The budget he handed out has marked in pink the column which reflects the budget for 12 months. The yearly budget establishes a budget for each department and concert period.

McClelland indicated that he can supply a departmental budget on a monthly basis.

McClelland offered to answer any questions and asked if the procedure satisfied the board's needs. No one present during McClelland's presentation suggested that it was not satisfactory.

McClelland stated that the yearly budget is a working tool and is a break even budget. As such, it does not mean that GMCW can spend amounts budgeted for but not spent in a previous concert period. In other words, if GMCW saved \$500 in the December concert period, an additional \$500 is not available during the Spring concert period.

Cohen asked if this means that the budget gets revised. McClelland answered yes, he will reallocate within a concert period.

Dorr noted that many on the Board have experience with the federal budget wherein once an amount is allocated, you have to spend up to that amount. For clarity, he offered the example of a snowstorm on the first night of the Holiday concert. We have to do something with the money received. In other words, GMCW cannot think that it has guaranteed income.

Cohen asked for clarification on whether a department could reallocate over the season. McClelland answered no.

McClelland noted, for example, that because the buttons were never budgeted for, GMCW is now over budget in the amount spent on them.

Cohen asked how much spending discretion an individual committee head has. Streit indicated that it is not the Board's intention to micromanage. Nonetheless, if the need for additional spending arises, the committee head should, at least, approach the executive committee. This means that committee heads have some discretion on small items, but large expenditures require Board consultation.

Boykin asked what is a large expenditure, i.e., \$5, \$50, or \$100. A large expenditure is \$100.

McClelland cautioned that for this fiscal year GMCW will have extremely heavy expenditures given the expenses of our first CD and the L.A. trip. He asked the board to monitor closely all expenditures that are outside the originally approved budget.

With regard to receivables, GMCW has collected \$100 on tuxedos. The ticket receivables have also declined. Fiorito announced that only two businesses have not paid for ads. McClelland noted that the decline in advertising receivables is not reflected because the cut-off date for the financial statement is as of August 31.

McClelland announced that he will be on vacation for the next two weeks. In his absence, Barbara Williams will collect dues on September 26th; another person will collect them on October 3rd. McClelland asked the Board not to push dues payments on the 26th. McClelland asked for a reconciliation list of those who pay their \$50 for camp to avoid missing people as happened last year.

Motion to accept the financial statement: Brayton. Second: Fiorito. The motion unanimously passed.

The Board set October 24th as the deadline for discounted dues payments. Brayton noted that we have not officially made the 10-percent discount for early payment available this fiscal year. Motion to extend discount through the current fiscal year: Ziskind. Second: Fiorito. The motion was unanimously approved.

L.A. TRIP PLANNING

Ziskind estimates that airfare and lodging will cost GMCW will \$50,000. The deposit (50 percent) deadline will probably be January 19, 1994, making for tight cash flow.

The trip to L.A. will be promoted every week.

Boykin noted that new members have been overwhelmingly burdened these past few years with costs. He added that the trip to L.A. is not a performance requirement. McClelland suggested stressing that the L.A. trip is not required. Dorr said that we can inform new members that (financial) help is available. McClelland stated that he will need a listing of those members who will receive scholarships.

NEGOTIATIONS ON L.A. TRIP

Fiorito reported that Herman, Holloway, and Streit faxed a proposed letter of agreement to Charles Johannssen, GMCLA's general manager. Johannssen made changes and we have not yet received GMCLA's final letter. It is expected next week and Holloway and Streit will have to review it.

There will be only one D.C. rehearsal with GMCLA, i.e. on Saturday morning. Holloway would be more comfortable with more rehearsal time.

Payich inquired about housing for GMCLA. Ziskind answered that 30 L.A. chorines will arrive on the Wednesday before the '94 Pride concert. Another 100 will arrive on the Friday before the concert. GMCLA is staying at the Quality Inn at DuPont Circle where they got a price of \$50 per room.

GMCW has requested housing with L.A. chorines and that request is being honored. However, a L.A. chorine may live anywhere in the greater L.A. basin, which includes the San Fernando Valley.

Payich asked where the concert will be in L.A.

Ziskind stated that we just learned that there will be two concerts, one on Saturday and one on Sunday, which delays until Monday our L.A. departure. Our flight to L.A. may be pushed back to the Thursday before the concert.

Saturday's concert is at the Dorothy Chandler Pavilion in downtown L.A., making it necessary to hire a bus if the Chorus stays in a hotel in West Hollywood.

Fiorito noted that GMCLA is providing its own ground transportation during its D.C. visit.

Ziskind noted that we will work hard to place four people in a hotel room to hold down costs in L.A.

Wheeler and Ziskind are working on the L.A. trip and anyone else who wishes to help.

Streit stated that we will delay voting on the L.A. trip. The vote may occur during break at one of the rehearsals.

MARKETING COMMITTEE REPORT

Cohen presented the season's brochure, printed on heavy and light stock. The heavy stock will be mailed to season subscribers. The printing costs were less than last year.

Cohen also presented the proposed distribution of the 10,000 overrun of the season subscription brochures. Payich recommended contacting Ron O'Leary about distribution of brochures at the theatre where O'Leary is producing Evita.

Ziskind asked if there will be another brochure for the miniseries to be marketed at the Holiday Concert. Cohen responded that there will be fliers. Ziskind noted that the brochure should contain language that it was made possible by a grant from the D.C. Commission on the Arts.

Boykin stated that he thought the brochure was confusing on the small ensemble concert. He was concerned that people would not read closely and would think the \$44 for the three season's tickets would include admission to the small ensemble concert. Cohen suggested that we wait and see if it proves to be a problem. Madigan doubted that it would be a big problem.

Cohen said the committee has started a laundry list of marketing ideas, some fifty so far.

Wheeler asked how many people will distribute fliers at the Warner Theatre on Friday and Saturday night. Cohen responded 3-4 on Friday and 3 on Saturday. Lee Starkey of Capital Club is coordinating the distribution which will be from 7:15 P.M. to 8:00 P.M. In response to Wheeler's question whether the brochures would be marked "Warner," Cohen responded that the committee had decided to leave them unmarked because of insufficient time to mark them.

PROPOSAL TO MARKET GMCW HOLIDAY GREETING CARDS

Cohen presented a proposal for GMCW to market holiday greeting cards. The greeting would state, "Wishing you Pride and Joy." On the back, the cards would state that proceeds from the sale of the cards will benefit the GMCW. The card's front cover would be the same as the program cover for last year's Holiday concert. Cohen

thought it reasonable to believe that each Chorus member and Capital Club member might buy one box of cards.

Buhrman suggested that we find out if the sale of items such as cards on church premises is permissible.

It was noted that GMCW has boxes of Holiday cards left over from 1981. Those cards were of unappealing quality. Brayton noted that they failed to sell because they were not promoted well. Ziskind liked the idea of the Holiday cards but was troubled that it was another request for money from the membership. It was suggested that a mock-up of the card be prepared and a sign-up sheet offered to gauge interest. The cards can be promoted at the next rehearsal and someone will have to prepare an article for the Capital Club newsletter.

Boykin objected on budgetary grounds. He said that even a \$500 loss would be too much for the budget to absorb this fiscal year. Dorr said he would be comfortable only if he knew there would be advance orders. Streit reiterated that we would get a sense of whether they would sell. On the question of cost, Payich noted that we are working with a sliding scale, the fewer we print, the greater the unit cost. Streit said we would look for the break even point. Ziskind recommended a 3,000 print run, contingent on interest among the membership. Cohen asked about Capital Club. Wheeler said the cards could be marketed at the Membership Gala in November and we can sell at the church if the church oks it. Streit said that we would get that information from the church.

Boykin repeated his opposition, citing the 10 - 15 fundraising events the Chorus has planned and reminding the Board of McClelland's budget warnings. Payich asked Boykin if it would help if we found there was membership interest. Boykin said no. Smith stated that this would be an instance where you get something tangible for your money. Wolfe suggested a soft sell approach. A majority of the Board members voted to further explore membership interest in the purchase of the cards.

PRESIDENT'S REPORT

Streit announced that the material regarding the Mission statement of GMCW will be made available to the membership for their comments.

Streit also announced that GMCW will receive \$1,000 for its appearance at Cedar Lane Unitarian Church on January 28, 1994. This should provide the funds to pay for the buttons.

Streit formally announced Eberhardt's resignation from the Board. Streit wants to fill the vacated position and solicited suggestions on how to do so. It was suggested that the Board appoint someone rather than hold an election. We would place an announcement in Hot

Notes. Dorr suggested not filling the seat. Streit felt that the board members are already overburdened with responsibilities and now we need someone to assume the responsibilities of advertising. Ziskind agreed, suggesting that we need as much representation as possible. Streit said that those who apply could make a presentation before the Board. Dorr suggested informing the membership of Capital Club of the vacancy. Wheeler will put an announcement in the Capital Club newsletter. Nominations are due on October 13.

FUNDRAISING COMMITTEE REPORT

Fiorito announced a good response of volunteers signing up for the different fundraising activities and that the leads for the different activities were of good caliber. However, he noted that five activities need more volunteers. Twelve businesses were targeted for corporate sponsorships and three have agreed. They are: Annie's, the Holiday concert, Lambda Rising, the Spring concert, and Morris Van Hair Design, the Pride concert. Another sponsorship space has come available, so we may be able to get an additional \$2,000 over the approximately \$7,000 committed to so far. AmFar is being approached for the fourth ad.

MEMBERSHIP REPORT

Boykin announced that there are now 36 new singers, seven new support staff members, and six persons on leave, totalling 130 singers and 13 support staff. The new member potluck will be on Sunday, September 26th, at Boykin's home. The tentative locations of this season's after concert parties will be as follows: (1) Holiday concert - either at the Vista Hotel, Omni Georgetown, or DuPont Plaza Hotels, (2) Spring Concert - at one of the above hotels or possibly Marvin Center at George Washington University, (3) Pride Concert - GMCW and Gerard will jointly plan the party which will also be a fundraiser. Streit asked if the hotel parties take into account budget considerations? Boykin said the party planners had been advised of the amounts budgeted.

Wheeler commended the music staff and membership committee on how well the initial rehearsal periods have gone. The chorines have appreciated having their music ready for them when they arrived at the first rehearsal and having gone through most the December concert music already.

Motion to adjourn: Payich. Second: Brayton. The motion carried unanimously.

Submitted by: Robert G. Wheeler
FCPAA Secretary
October 1, 1993